

WDSU TV  
New Orleans, LA

## COMMUNITY NEEDS AND ISSUES

January 1-March 31, 2014

1st Quarter 2014

Based upon WDSU-TV's involvement in its community and input from community leaders and civic organizations, WDSU-TV has determined the following issues are the chief concerns of the New Orleans Community:

- Crime

Street crimes, turf wars, and the sale and use of illegal drugs and guns are a serious threat to the community and its residents, particularly young people.

- Housing

The lack of affordable housing is one of the most serious issues facing residents who are trying to return to New Orleans. Efforts to revitalize housing and stabilize prices are fundamental to the economic success of the city.

- Health

An inadequate health care system and the shortage of hospitals, clinics and medical personnel in the area are profound issues of concern for residents and businesses alike.

- Education

The status of the troubled Orleans Parish school system and of students, parents and teachers, along with the challenge of rebuilding the educational infrastructure, are pressing challenges in the post-Katrina environment.

- Levee Protection

The condition of repairs to the levee system by the Army Corps of Engineers is a fundamental concern for residents as they decide whether to return New Orleans and rebuild. The security and stability of the levees are essential for the growth and resurgence of the city.

- Economy/Jobs

The economy of New Orleans and surrounding parishes will affect individuals' abilities to return home, make above-minimum wages and support families. What are leaders doing to keep companies from leaving the city and to recruit new businesses, and what measures are they taking to address high levels of poverty in New Orleans?

Date	Program	Time/ Duration	Issue	Description
1/1/14	6pm Newscast	6:03 1:30min	Economy/Jobs	Oklahoma and Alabama fans, along with other college bowl fans, fill the French Quarter for the upcoming Sugar Bowl bringing in millions of dollars for the local economy. The pre-bowl event is christened Sugar Bowl Fanfest.
1/1/14	6pm Newscast	6:04 :15sec	Crime	The first murder for of the new year for New Orleans happened in the St. Roch area when a man was found dead on the sidewalk. He had been shot in the head. At the time, police were still looking for a suspect in the crime.
1/2/14	4pm Newscast	4:00 2:15min	Crime	The year's first murder victim in Jefferson Parish was the murder of an active member of the military on leave. The father of three was shot and killed in a carjacking as he was dropping of his children at his in-laws house.
1.3.2014	Meet the Press	60:00	Economy/ Health	WHITE HOUSE VS. WALL STREET: WITH THE ECONOMY ON THE UPTICK HEADING IN TO THE NEW YEAR, WHAT IS THE IMPACT OF THE MINIMUM WAGE DEBATE AND THE EXTENSION OF JOBLESS BENEFITS? Gene Sperling, Director of the National Economic Council Jim Cramer, Host of "Mad Money w/ Jim Cramer" & Co-Anchor CNBC's "Squawk on the Street" A GROUND FLOOR VIEW OF OBAMACARE: HOW IS THE NEW LAW CHANGING AMERICANS' HEALTH COVERAGE TODAY AND IN THE FUTURE?  Dr. Delos Cosgrove, President & CEO of the Cleveland Clinic
1/4/14	Saturday 9am Weekend News	9:43 2:30min	Health	With the Saints in Philadelphia for a playoff game, the cold weather becomes a topic. How both the players and fans can protect themselves from frigid weather.
1/6/14	5pm Newscast	5:03 1:15min	Economy/Jobs	Plaquemines Parish citrus farmers work fast to try and save some of their citrus crops from an expected hard freeze. The citrus crop is a five million dollar business in the parish.
1/8/14	4pm Newscast	4:52 1:30min	Health	The Federal Trade Commission takes action against some companies that are selling well-known weight loss

				products, saying that the claims are false advertising
1/10/14	10pm Newscast	10:10:30sec	Levees/Flood Protection	The state's Attorney General is named in a lawsuit regarding a contract between the South Louisiana Flood Protection Authority and the oil and gas industry over the loss of wetlands.
1/10/2014	Meet the Press	10am	Jobs/Economy	<p>EXCLUSIVE THIS SUNDAY: THE GOP RESPONSE TO CHRIS CHRISTIE AND THE BRIDGE SCANDAL  Reince Priebus, Republican National Committee Chairman</p> <p>THE FALLOUT: WHAT DOES THE BRIDGE SCANDAL MEAN FOR A POTENTIAL 2016 RUN BY CHRISTIE?  Mark Halperin, Senior Political Analyst, TIME  Chuck Todd, NBC News Political Director &amp; Chief White House Correspondent  Stephanie Rawlings-Blake, Democratic Mayor of Baltimore</p> <p>Kim Strassel, Columnist, Wall Street Journal</p> <p>***THE SHRIVER REPORT: A WOMAN'S NATION PUSHES BACK FROM THE BRINK  Maria Shriver, NBC News Special Anchor  ***</p> <p>ROUNDTABLE: ROBERT GATES &amp; OBAMA'S FOREIGN POLICY  Fmr. Sen. Rick Santorum (R-PA)  Jeffrey Goldberg, National Correspondent, The Atlantic &amp; Columnist, Bloomberg View  Fmr. Rep. Jane Harman (D-CA)  Chris Matthews, Host of MSNBC's "Hardball"  ***</p> <p>HER STORY: BILLIE JEAN KING ON HER LIFE, LEADERSHIP AND LEGACY AS SHE PREPARES FOR THE SOCHI OLYMPIC GAMES  Harry Smith, NBC News Correspondent</p>
1/12/14	Sunday 8am Weekend Newscast	8:15 1:30min	Crime/ Jobs/Economy	The New Orleans Police Department holds a job fair, trying to recruit more police officers.
1/13/14	6pm Newscast	6:02 1:30min	Levees/Flood Crime	Jury selection begins in the case where some residents are suing Jefferson Parish for flooding damages during Hurricane Katrina. Residents say that the cause of the majority of the flooding in their neighborhoods was due to the fact that parish officials sent the pump operators out of town.
1/14/14	5pm Newscast	5:06:30sec	Levees/Flood	Political rivals join forces to keep Louisiana homeowners flood insurance from skyrocketing. Democrat Senator Mary Landrieu and Republican Senator David Vitter co-sponsor a bill that would block FEMA from increasing the insurance premiums.
1/15/14	5pm Newscast	5:02 1:50min	Health	The Jefferson Parish Council votes to hold off on a final decision as to which company will run the parish's two

				public hospitals.
1/15/14	10pm Newscast	10:04 1:41min	Education	There will no longer be an 8 <sup>th</sup> grade in the Catholic elementary schools next year. The school restructuring system plan from the Archdiocese meets with some resistance from some parents who fear that they will have to pay for higher tuition.
1/17/14	6pm Newscast	6:09 :45sec	Economy/Jobs Health	A historic neighborhood grocery store reopened almost nine years after Hurricane Katrina damaged the store. The reopening of the historic landmark now gives residents a place to work and shop for healthier choices.
1/21/14	6pm Newscast	6:02 1:30min	Education Crime	A new documentary focusing on prison inmates is shown to junior high students in an effort to cut down on juvenile crime.
1/22/14	6pm Newscast	6:06 1:15min	Education	The state budget for next year includes 40 million dollars for higher education institutions that will go toward 'Innovative and Workforce' programs that will train students for businesses that are looking for skilled workers.
1.23.14	6pm Newscast	6:06 :50sec	Economy/Jobs	The City Council passes an ordinance urging Governor Jindal and the state legislation to adopt an increase in the minimum wage to \$10 an hour.
1.24.14	Meet the Press	60:00	Economy/Jobs	STATE OF THE UNION: WHAT CAN OBAMA ACHIEVE WITH HIS ADDRESS? AND WHAT'S THE IMPACT ON HIS SECOND-TERM GOALS? Sen. Rand Paul (R-KY) Sen. Dick Durbin (D-IL)
1.25.14	Saturday 10pm Newscast	10:07 :55sec	Crime	The Hollygrove area now has several high tech surveillance cameras in the neighborhood to help reduce crime. The cameras were provided by Project NOLA. Residents are glad that the cameras are there.
1.27.14	5pm Newscast	5:03 1:30min	Education	Dangerous weather conditions in the area close schools for the first time this school year.
1.30.14	6pm Newscast	6:09 :45sec	Levee/Flood Protection	The Senate passed the bill that would delay steep hikes in homeowners flood insurance. Residents and local political leaders are happy with the vote from

				Washington.
2.3.14	6pm Newscast	6:00 1:30min	Crime	An arrest is made in a hit and run accident that killed a 6 year old boy on his way to school. Neighbors say that the busy street needs a traffic light to protect pedestrians.
2.5.14	10pm Newscast	10:05 :50sec	Health	The Jefferson Parish Council had voted to delay selecting a company to run the two large public hospitals in J.P. until March, a state representative files a bill to let the decision be made by the voters.
2.6.14	5pm Newscast	5:09 1:15min	Jobs/Economy	The popular Lakeside Mall in Metairie continues to expand, bringing in new restaurant Cheesecake Factory, which parish leaders say will be another economic boost for the area.
2.8.14	Saturday Night 10:30 Newscast (late due to Olympics)	10:47 :20sec	Jobs/Economy	An increasingly popular pop culture event, Comic Con, brings thousands of people to the Convention Center
2.11.14	4pm Newscast	4:03 :30sec	Crime	A son in Laplace joins his father in jail after the father is accused of ordering his son and another man to kill a witness in a drug trial. The witness was scheduled to testify against the father.
2.12.14	4pm Newscast	4:01 2:30min	Crime	Former New Orleans Mayor Ray Nagin is convicted on 20 of 21 felony counts in Federal Court.
2.14.14	6pm Newscast	6:08 1:40min	Economy/Jobs	Local stores experience a rush of last minute Valentine's Day shoppers. The rush pleases shop owners but is often a disappointment for last minute shoppers who are limited on what is available for Valentine's Day gifts.
2.16.14	Sunday Morning 8am Newscast	8:16 2:30min	Education Jobs/Economy	Xavier University officials discuss their 3 <sup>rd</sup> Annual Business Idea Competition for local high school students
2.16.14	Meet the Press	10:00am 60:00 min	Levees/Flood Protection	WHAT IS THE GOVERNMENT'S ROLE IN RESPONSE TO WEATHER DISASTERS? David Axelrod, Democratic Strategist & Fmr. Senior Adviser to President Obama Nicolle Wallace, Republican Strategist, & Fmr. White House Communications Director Chuck Todd, NBC News Political Director & Chief White House Correspondent Julie Pace, Associated Press White House Correspondent

2.17.14	5pm Newscast	5:09 1:30min	Health Jobs/Economy	The first of several public meetings will weigh in on the proposed Noise Ordinance for the French Quarter. Residents discuss both supporting and opposing the ordinance which would affect people's hearing and the local bar's ability to play music at certain levels.
2.19.14	4pm Newscast	4:54 1:30min	Health	In an On Call health segment, doctors tell why it is more difficult for some women to lose weight than for some men.
2.21.14	5pm Newscast	5:02 :40sec	Economy/Jobs	Jefferson Parish's Mardi Gras event kicks off today. Family Gras brings in bands and vendors for the weekend long extravaganza. Residents and visitors enjoy the festivities and feel that it is family friendly for them.
2.24.14	First News in the Morning	4:38 2:20min	Health/ Education	A group of parents protest outside a high school because they want the students removed from the school, which is scheduled to be closed for renovations. Parents say that the school is causing health issues for the students and want them transferred to another school before the scheduled closing.
2.26.14	4pm Newscast	4:32 :45sec	Flood/Levee Protection	Heavy rains overnight once again cause problems for an uptown street that has had drainage issues for awhile. They question if the system will ever be able to drain properly.
2.28.14	10pm Newscast	10:08 :30sec	Crime	A drive-by shooting in the Hollygrove area leaves on man dead. Police are looking for suspects but announce no names at this time.
3.1.14	Saturday Morning 9am Newscast	9:31 2:00min	Crime	Advice from law enforcement officers about staying out of trouble as the Mardi Gras season reaches the peak of celebration.
3.3.14	6pm Newscast	6:09 1:30min	Economy/Jobs	The Mardi Gras festivities are going strong on Lundi Gras, the day before the big day. Lundi Gras has become a celebration of its own in recent years bringing in tourists and locals to celebrate at many locations in the area.
3.4.14	10pm Newscast	10:02	Economy/Jobs	Even though the weather did not

		:30sec		cooperate with a cold and rainy Mardi Gras Day, there were still crowds in the streets to celebrate. Some businesses did not have the crowds that they had hoped for due to the weather.
3.6.14	10pm Newscast	10:06 1:10min	Housing	Homeowners and lawmakers are trying to understand why the Road Home program is sending bills for repayment. The bills are going to homeowners who used the grants to rebuild after Hurricane Katrina.
3.7.14	10pm Newscast	10:06 :20sec	Housing	State Representative Wesley Bishop sponsors two bills that he hopes will help revitalize housing in the 9 <sup>th</sup> Ward area of New Orleans. The area still has numerous blighted and abandoned houses which Bishop hopes to sell to those interested in rebuilding homes.
3.10.14	4pm Newscast	4:21 :40sec	Health	In an On Call health segment, researchers have found a blood test that could predict someone's chances of getting Alzheimer's disease. Another research group says that more tests will be needed to confirm the results.
3.12.14	6pm Newscast	6:03 1:30min	Crime	The mother of a 17 month old special needs toddler is arrested and charged with murder after authorities say she poisoned him.
3.14.14	5pm Newscast	5:02 1:30min	Crime	The search continues for a prisoner who escaped from St. Tammany sheriff's department work release program
3.17.14	4pm Newscast	4:03 :30sec	Education	The Holy Cross school says that it plans to open a primary school after the Archdiocese issued a mandate that there be separate schools for PreK through 7 <sup>th</sup> grade.
3.19.14	6pm Newscast	6:00 1:50min	Health	The issue of what company will manage Jefferson Parish's two public hospitals is still in the air as parish officials say that they are now considering whether the management should be split between two separate companies.
3.21.14	5pm Newscast	5:00 1:15min	Housing	Flood insurance premiums will not skyrocket for homeowners after

				legislation is signed that limits hikes. Homeowners are very happy that flood insurance will stay relatively affordable for local residents.
3.24.14	5am Morning Newscast	5:06 1:35min	Jobs/Economy	Entrepreneur Week opens in New Orleans with business owners in town to share their experiences in how to start and run businesses.
			Housing Economy/Jobs	The process of how NOPD paid details are set up comes under review by City Hall. The details under review are the off-duty security details in the city's housing properties.
3.28.14	6pm Newscast	6:14 :50sec	Health	Community leaders and residents celebrate the opening of the new Daughters of Charity Health Center in New Orleans East. Leaders and residents are happy that health care facilities are returning to the area.
3.31.14	6pm News	6:00 1:45min	Economy/Jobs	The state's highest court tells the city that they must pay the city's portion of fire fighters pension. The case has wound through the courts for years and, if the city is forced to pay millions of dollars, the mayor says that it could lead to city wide layoffs.
1.1.14- 3.31.14	Various	Various	Health, Economy, Education	Throughout the quarter station aired various psa's that covered the issues of our community Economy, Health, Education.